

WHAT IS CLAIMED IS:

1. A self-tapping fastening peg for securing a weatherseal to a vehicle, the fastening peg comprising:

- a pointed nose adapted to pierce an associated weatherseal;
- a helical flange substantially circumscribing the nose;
- a shoulder axially spaced from the flange; and
- a locking assembly disposed adjacent the shoulder and adapted to secure the fastening peg to an associated vehicle.

2. The fastening peg of claim 1 wherein the pointed nose includes a thread.

3. The fastening peg of claim 1 wherein the pointed nose is conically shaped for piercing and advancing through an associated weatherseal.

4. The fastening peg of claim 1 wherein the helical flange includes a leading portion that spirals radially and circumferentially outward from the pointed nose.

5. The fastening peg of claim 4 wherein the leading portion merges into the pointed nose at a location spaced axially inward from a terminal end of the pointed nose.

6. The fastening peg of claim 5 wherein the leading portion proceeds axially away from the terminal end as it spirals outwardly.

7. The fastening peg of claim 1 wherein the helical flange merges into the pointed nose at a location spaced axially inward from a terminal end of the pointed nose.

8. The fastening peg of claim 1 wherein the helical flange includes a leading portion that spirals axially, radially and circumferentially from the pointed nose.

9. The fastening peg of claim 8 wherein the helical flange terminates in a radial edge.

10. The fastening peg of claim 9 wherein the radial edge is located approximately 360° from where the helical flange merges into the pointed nose.

11. A molded plastic fastening peg adapted to form an opening in an elastomeric weatherseal and secure the weatherseal to a vehicle, the fastening peg comprising:

5 a nose portion at a first end terminating in a piercing conical point;
a flange spaced axially from the conical point and including a leading portion that extends axially from adjacent the nose portion;
a circumferentially continuous shoulder axially spaced from the flange; and
a locking assembly spaced on an axial opposite side of the shoulder from the flange.

12. The fastening peg of claim 11 wherein the leading portion radially, axially, and circumferentially merges into the nose portion.

13. The fastening peg of claim 12 wherein the leading portion merges into the nose portion at a region axially spaced from the conical point.

14. The fastening peg of claim 11 wherein the locking assembly includes first and second flexible arms extending radially outward.

15. The fastening peg of claim 11 further comprising a base configured for handling by automated machinery.

16. A method of attaching a weatherseal to a vehicle comprising the steps of: providing a fastening peg;
25 piercing the weatherseal with the fastening peg to form an opening in the weatherseal; and
partially advancing the fastening peg through the weatherseal opening.

17. The method of claim 16 wherein the advancing step includes rotating the fastening peg.

18. The method of claim 16 comprising the further step of securing the fastener in an opening formed in the vehicle.

19. The method of claim 18 wherein the securing step includes axially advancing the fastener in the vehicle opening.

